



Pitney-Bowes INC.

WALNUT AND PACIFIC STREETS
STAMFORD, CONN., U. S. A. 06904
AREA CODE 203 • 348-2621

March 8, 1966

Mr. T. H. Nelson
73 Raymond Avenue
Poughkeepsie, New York

Dear Mr. Nelson:

Did you ever watch a local messenger boy, his arms loaded with packages marked RUSH, window-shopping listlessly on an April afternoon? With Spring in his heart...but not in his footsteps? And weren't you glad he wasn't delaying delivery of some package important to your company?

It's a good idea to be concerned about such matters. Because a delayed letter or parcel may lose an important order, or irritate a valued customer. And that's why more and more business firms today are giving attention to ways of speeding the preparation and dispatch of their mail.

Admittedly, we are biased. But the best way we know of for getting out the mail swiftly and economically, is by Metered Mail, via the postage meter.

The postage meter prints postage either directly on envelopes or on moistened tape for parcel post packages. Letters come out neatly stamped, postmarked and sealed. This gets your mail to the post office faster. And gets it through the post office faster, because it needs no additional postmarking or canceling, gets less handling, often catches earlier trains and planes.

Then too, the postage meter saves countless trips to the Post Office to replenish the stamp box with various values or denominations of stamps. And it automatically does the postage accounting -- eliminating a dull and frequently futile office procedure.

The meter stamp printed by your postage meter doesn't say "RUSH" or cost you any premium, but it expedites your letters and parcel post, just the same. And whether you mail just a few letters a day or thousands, there's a postage meter model that will more than pay its



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way -- in savings, convenience, and speedier dispatch of your important mail.

Very truly yours,

E. M. Davis
Executive Vice President

EMD/C1

P.S. Metered mail is no longer a privilege for just big offices with lots of mail. There is no minimum mail volume required. Today, even the smallest office can have a postage meter -- thanks to the little DM, our low-cost desk model, no bigger than your telephone handset. One out of three users of the DM spends an average of less than \$1 a day in postage. And anyone can easily use a DM -- even the boss!



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March 15, 1966

Mr. T. H. Nelson
73 Raymond Avenue
Poughkeepsie, New York

Dear Mr. Nelson:

Both you and I have been warned, since we were youngsters, not to "judge by appearances." But frequently we have to do just that. For, appearances are all we have to go by.

That's obviously why more and more organizations these days -- small as well as large -- are determined that the envelopes and packages they send out look just as neat, businesslike, and modern as possible. Leaders of these firms recognize that the only contacts they have with a great many of their customers, prospects and the general public are mail contacts.

With this in mind, have you recently given your mail the once-over as it's ready to leave your office to represent you? When letters are sealed by hand, old-fashioned adhesive stamps stuck on by hand, and later canceled with black ink, a lot of things can happen to make your mail look unattractive. Even when given the neatest -- and most time-consuming -- care and attention, one's letters may still look somewhat old-fashioned.

That out-of-date air is most conspicuous when you compare adhesive-stamped letters, with the envelope which carried this letter to you. You'll notice that the postage is printed directly on it. This is modern Metered Mail, the method that is rapidly replacing the old lick-and-stick way of mailing with stamps.

Mail bearing metered postage is neater and cleaner because it's sealed, stamped and postmarked by the postage meter. It therefore not only skips the black-ink markings of the post office canceling machine, but it bypasses several post office operations, frequently catching earlier departing mail trains and planes.

Metered mail is generally important mail -- used by banks, insurance firms, utilities and others to bring you mail you recognize as important: statements, premium notices, dividend checks, etc. Metered mail builds a finer impression for your company, because it's promptly recognized as an advanced business method used by leading firms everywhere.



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A postage meter in your office will assure you that your mail is making -- every day and everywhere -- a good appearance for you. And no matter how big your organization and your mail volume -- or how small -- there's a postage meter that will bring prestige to your mail while it pays for itself many times over.

Very truly yours,

E. M. Davis
Executive Vice President

EMD/G1

P.S. Metered mail is no longer a privilege for just big offices with lots of mail. There is no minimum mail volume required. Today, even the smallest office can have a postage meter -- thanks to the little DM, our low-cost desk model, no bigger than your telephone handset. One out of three users of the DM spends an average of less than \$1 a day in postage. And anyone can easily use a DM -- even the boss!